

¹*Department of Philosophy of Science and Technology, University of Science and Technology of China, Hefei 230026, China*

²*School of National Defense Science and Technology, Southwest University of Science and Technology, Mianyang 621010, China*

Background: Nuclear safety is related to the utilization of nuclear energy and technology, environmental safety and public interests. With the continuous development of China's economy and society, the continuous improvement of people's living standards, the continuous enhancement of public environmental awareness and safety awareness, and the increasing attention to nuclear safety, especially after the Fukushima nuclear accident in Japan, the public's attention to nuclear safety has reached an unprecedented level, and there have been many voices calling for the slowdown or even cancellation of the development speed of nuclear power. On the one hand, several major nuclear accidents in history have left scars that are difficult to heal for fear that similar nuclear accidents may occur in the nuclear power plants around them in the future, and the psychology of "fear of nuclear, fear of nuclear and fear of nuclear" is still widespread; On the other hand, there is still a strong mystery in the field of nuclear energy and nuclear technology utilization.

Subjects and methods: Nuclear safety is related to the development of nuclear energy and nuclear technology utilization, environmental safety and public interests. Public participation in nuclear safety is an important means to popularize safety knowledge and eliminate public doubts. Social psychology is a branch of psychology that studies the social psychological phenomena of individuals and groups. Using social psychology to analyze the behaviors and ideas of various stakeholders in nuclear safety public participation can effectively enhance the pertinence and effectiveness of public participation. Therefore, it is very important to carry out the research on nuclear safety public participation based on social psychology.

Study design: Firstly, this paper investigates the current situation of public participation in nuclear safety, analyzes the problems existing in the current public participation, analyzes the causes of the problems based on social psychology, and puts forward suggestions to strengthen the follow-up public participation.

Methods of statistical analysis: Public participation in nuclear safety means that stakeholders and the general public participate in the decision-making process in the process of site selection, design, construction, commissioning, operation and decommissioning of nuclear facilities by providing information, expressing opinions, making comments and elaborating interest demands on major issues related to interests or involving public interests, so as to improve the fairness of decision-making a series of systems and mechanisms of legitimacy and rationality. Social psychology is a branch of psychology that studies the social psychological phenomena of individuals and groups. It studies the psychological problems related to society. From the perspective of the interaction between individual and society, social psychology studies the law of the occurrence, development and change of individual psychological activities under specific social living conditions.

Results: Take advantage of public conformity. Social psychology emphasizes that the more mysterious the field, the more obvious the phenomenon of conformity. The reason why individuals follow the crowd is that they want to be accepted by the group and that the information is limited. Due to historical reasons, nuclear energy still has a very strong mystery to the public. Many people still do not understand nuclear energy, and the phenomenon of conformity is very obvious. Therefore, the public participation in nuclear safety in China should make full use of the public conformity psychology and do the following two things: first, make full use of the authority of the government. To enhance the credibility of government departments, the government, as an authoritative department, proposes to conduct a nationwide survey on the acceptability of nuclear projects during the 13th Five Year Plan period. The scope of the survey should include the public at different distances around nuclear facilities and the public at a longer distance. The survey can be conducted in the form of field survey and network, and the survey should be dominated by questionnaire. The participants of the survey should cover all sectors of society and ensure that the respondents to the questionnaire are formal rather than random. We should continue to maintain communication with the staunch supporters of nuclear energy. It is difficult to change the staunch opponents, but we can try our best to fight for "those who have no attitude".

Conclusion: In the future, what restricts the further development of nuclear energy and nuclear technology utilization is not technical issues, but public acceptability. The work of "answering questions and clarifying doubts" of nuclear safety needs to be carried out urgently, and public participation is a good means of "answering questions and clarifying doubts".

* * * * *

MEASUREMENT OF THE IMPACT OF MIXED OWNERSHIP REFORM ON ENTERPRISE

PERFORMANCE FROM THE PERSPECTIVE OF SOCIOLOGICAL SPIRIT

Kun Zhang

School of Economics and Management, Chengdu Normal University, Chengdu 611130, China

Background: Since the reform and opening up, our mixed ownership enterprises have developed rapidly. A mixed ownership enterprise refers to an enterprise organization form in which various factors of production (including human resources, material resources and intelligence) of different ownerships that participate in the enterprise and work together to form a resultant force on the basis of a series of contracts. The key to the performance of mixed ownership enterprises is to improve the modern enterprise system, and human resource management is an important content of modern enterprise system. Most human resource management of state-owned enterprises still follow the traditional personnel management mode of state-owned enterprises. Managers emphasize authority and lack of supervision, this management model conflicts with the market-oriented management model of non-public enterprises, lead to the rigidity of the human resource management mechanism. At the same time, the “people-oriented” mode of human resource management in mixed ownership enterprises often only on paper. And the hierarchical concept of “official standard” is deeply rooted in the people, only value seniority, but ignoring the assessment of their personal abilities, beliefs and values. Therefore, the salary assessment system of human resources departments is difficult to introduce, the incentive and restraint system of enterprises is unreasonable. It has seriously affected the enterprise performance. Therefore, whether human resource management can realize market transformation and change the original performance appraisal and selection and exit mechanism will profoundly affect the effect of the reform of mixed-ownership enterprises. Human resources management work should first mobilize the enthusiasm of the enterprise organization members, the enthusiasm of employees comes from the sense of identity to the enterprise organization. Organizational psychology (psychological contract and sense of organizational support) is the belief system of individual employees for the responsibility and obligations between themselves and the organization. Organizational psychology of communication, authorization, participation and fairness can affect the working attitude of individual employees. Employees of mixed-ownership enterprises are affected by the rigid human resource management mechanism, and they cannot match the organization in terms of work and emotion. The desire to obtain equality and harmonious organizational atmosphere conflicts with the reality of human management within the enterprise, leading to employees being in a state of high pressure for a long time. How to control the organizational psychology of employees, mobilize the enthusiasm of employees to mobilize the enthusiasm of employees, the psychological pressure of employees into the motivation to struggle, maintain high work efficiency, is of great significance to the improvement of the company's performance.

Organizational psychology is within the research scope of social psychology. From the perspective of social psychology, motivation is the internal taxis of socialization, and motivation is regulated by social individual life experience and social living conditions, and comes with social content. Motivation is closely linked to the need. Inspiration can be defined as the willingness to achieve organizational goals through a high-level effort that is conditional on the ability to meet certain individual needs, that is, that incentive is closely linked to demand, and social psychology is an area of academic research that reflects individual needs. Therefore, it is of great research value to study the complex and extensive social psychological role in organizations and to analyze the impact of psychosocial intervention on the performance of mixed-ownership enterprises.

Given the current pressure of market competition, many organizations are advocating performance result-oriented. The performance objective atmosphere may affect the interactive attitude and behavior of internal employees, and in this atmosphere, team leaders give incentives to high performance, potential employees and easily promote their work motivation. Maslow's hierarchy of demand theory is the most widely used theory when studying organizational incentives. Maslow divides demand into five categories: physiological, security, social, respect and self-fulfillment needs, ranging from lower to higher level. Maslow's demand hierarchy theory assumes that people are motivated to meet one or more needs that are important throughout their lifetime. Further, the intensity of any particular demand depends on what it is in the level of demand.

Status, and the satisfaction of it and all other lower-level requirements. From this point of view, establishing and improving the incentive and guarantee mechanism is not indispensable, it is an important issue that entrepreneurs must attach great importance to concerning the development of enterprises. Frederick Herzberg, a behavior scientist in the United States, proposed the incentive-health factor theory that names positive attitudes, satisfaction and motivators, including a sense of achievement, challenging work, recognition and praise, increased job responsibility, personal growth and development opportunities. If these factors are available, they can generate greater incentives for people. Those factors that maintain

work enthusiasm, called health care factors, including management policies and systems, work supervision, relationship with managers and colleagues, welfare treatment, salary level, work safety, etc., health care factors do not motivate, do not lead to satisfaction, and can only prevent dissatisfaction.

Objective: Based on the above psychosocial theory, the psychosocial intervention mode designed in this paper is a mixed enterprise employee incentive plan. The incentive plan and the management layer and employee salary, namely is a part of the enterprise performance added value return to the management layer and employees, so as to create the management layer, employees are closer to the shareholder environment, make the manager and enterprise general employees began to think like the shareholders of the enterprise, and constantly pursue continuous and long-term improvement. For employees, letting them also think actively about how to work can make the bank develop better and stimulate the personnel ability in a win-win mode. The plan is specific as follows:

1. Different incentive should be adopted for different employees. Different members have different understandings of the incentives. For low-wage people, the incentive effect of bonus is very important. For members with high income level, especially for intellectuals and management cadres, their promotion, award their title, respect their value, encourage their innovation, let their talents, etc., will receive better results than simple bonus incentive.

2. Example incentive. Commendation of excellence, set an example, encourage employees to form a competitive situation and create a fair competition environment in mixed enterprises. For backward employees in enterprises, managers should encourage them to catch up, and for advanced employees, managers should encourage them to continue to lead. Advocate individual competition in the enterprise, advocate team competition, set up sales model, service star and other awards, monthly commendation, and give appropriate rewards, stimulate the work passion of the members, can make the credit cooperatives form a good competitive atmosphere.

3. Strengthen the business concept of “people-oriented”, break the rigid mechanism of human resource management, attach great attention to the evaluation of employees’ personal ability, beliefs and values, rationalize the incentive and restraint system of enterprises, expand the space and path for each employee, let employees recognize the enterprise organization, and actively integrate into the organizational work. Closely connect the organizational goals of the enterprise with the personal goals of the employees, carry forward their organizational cohesion, centripetal force and creativity, and so that every employee can display their talents on the stage of the enterprise.

Subjects and methods: Based on the perspective of psychosocial intervention, the data of 50 mixed-ownership enterprises listed on the two stock exchanges were randomly selected as samples in the past two years. In addition, the control group matching PSM propensity scores were performance data for mixed-ownership enterprises undertaking psychosocial intervention programs.

Study design: To compare whether there were significant changes in corporate performance after the implementation of the sociological intervention incentive program, this paper first uses a paired-sample *t*-test from the perspective of social psychology. To ensure the integrity of the data, a sample of 5 months of the implementation plan compares the asset remuneration rates before and after implementation. Due to the short sample period, only the data from the previous year of the plan were compared with the performance data of the enterprise after the launch of the incentive plan. The results are shown in Table 1.

Table 1. Paired sample *t*-test

Variable	Observed value	Mean value	Standard error	Standard deviation	<i>t</i> statistic value	Sig (bilateral)
Before the psychological intervention	120	0.0242508	0.0045875	0.0512947	-	-
After psychological intervention	120	0.0301647	0.0030176	0.0365234	-	-
Difference	120	-0.006059	0.003291	0.0365948	-1.9101	0.0712

Results: From the table 1, we can see that no other variables were controlled for and only a comparative analysis of enterprise performance before and after psychological intervention. The return on assets of mixed-ownership enterprises in the subjects was 0.006 higher than before social psychological intervention, and the statistical value of the *t* test was -1.9101, indicating that the operating performance of enterprises after psychological intervention was significantly higher than before psychological intervention.

Conclusions: The performance of mixed ownership enterprises with psych psychological intervention is better than other mixed ownership enterprises, proving that psych psychological intervention has a great impact on the performance of mixed ownership enterprises.

* * * * *

RESEARCH ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON CONTEMPORARY COLLEGE STUDENTS' ANXIETY

Jian Shen

School of Management, Guangdong Innovative Technical College, Dongguan 523960, China

Background: Contemporary college students, most of the process of growth is relatively smooth, rarely experienced great difficulties and setbacks, poor psychological capacity. There are some basic problems in the psychological quality, mainly as follows: (1) Poor adaptability to the environment. Adaptation to environment is one of the important signs of mental health. After entering the university from the middle school, most students can basically adapt to the new environment after a period of adjustment. But there are also some students to complete this transition for a long time, and even a few students cannot successfully complete this transition, unable to adapt to the new environment. (2) Emotional stability, life attitude is not optimistic enough. In real life, many students are in a fluttering mood. Some people often get upset over trifles and sulk all day long. This over-emotional superficial response reflects the unhealthy psychological nature that lurks behind it. (3) The weakness of willpower. Willpower is a psychological activity process in which people adjust their actions to overcome difficulties in order to achieve a certain goal. It embodies the subjectivity of people in practical activities. Positivity and initiative are the necessary excellent psychological quality for a successful person. (4) The ability of psychological self-adjustment is relatively poor. Due to the malpractice of examination-oriented education, some students form a serious dependence and inertia. When they face and solve problems and difficulties by themselves, they will fall into a state of depression, anxiety and tension. Psychological quality is an important part of students' quality, which restricts the development of other qualities. It is both the starting point and the destination of quality education. Therefore, it is an effective way to improve the effectiveness of ideological and political education in colleges and universities by carrying out mental health education in order to enable students to face the increasingly fierce competition with good mental state.

Objective: Mental health education is an important part of college ideological and political education. But the traditional mental health education for college students a general lack of attention to the anxiety, there is a simple point to the lack of psychological disorders. Therefore, this study chooses "Contemporary College Students' Anxiety" as the object of study, and studies the characteristics and adjustment countermeasures of contemporary college students' Anxiety.

Subjects and methods: A total of 80 college students were interviewed in 60 - 70 minutes before and 2 hours after the ideological and political class. The single interview time was 25 - 30 minutes. The interview includes the students' cognition, whether they have enough preview and review, how to treat the importance of the ideological and political course, and whether there is any suggestion to the classroom teaching method and curriculum planning. Interviews are conducted on a voluntary basis and students' information is not disclosed. Record the whole interview process, analyze the content of the interview, understand the psychological state of students and their views on the ideological and political classroom.

Results: After arranging the interview contents, the satisfaction of the students to the existing ideological and political teaching is calculated, and the results are shown in Table 1. As can be seen, about a quarter of the students are not satisfied with the existing classroom teaching. In fact, in the classroom teaching of thinking and politics, teachers can actively stimulate the cognitive desire of students. Need is the starting point of all human cognitive and practical activities. The needs of learning subjects directly affect the operation of learning activities. Generally speaking, the stronger the need of the subject, the higher the consciousness of the subject to carry out learning activities, and the greater the enthusiasm. And vice versa. The teaching of ideological and political theory should be based on the needs of college students to become useful, to improve their theoretical thinking and to realize their self-worth in serving the society. Maintaining and regulating the attention of the educated in ideological and political education is an important link for educators to carry out successful education. Therefore, in teaching should be based on the characteristics of the attention of educates and the law, a reasonable arrangement of teaching plans, so that the educates pay attention. Inadvertently pay attention to the rhythm of the reasonable conversion. The course of ideological and political theory should not only enable the educated to accumulate perceptual knowledge through perception, learn theory through memory, but also raise perceptual knowledge to rational knowledge through thinking to grasp the essence and law of things. In order to achieve the goal of improving ideological awareness and personal quality.

Table 1. Student satisfaction results